

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

ITE&C Dept – Notified national/International ICT Exhibitions/Conferences/Events eligible for reimbursement of 100%/50% on Exhibition stall Rentals by ICT/Electronic Hardware/Animation companies – “**ITsAP Annual Software Product Showcase, Awards & Technology Day**” event scheduled from 10th - 11th December, 2013 at HICC, Hyderabad - Notified - Orders – Issued.

**INFORMATION TECHNOLOGY, ELECTRONICS AND COMMUNICATIONS (Promotions)
DEPARTMENT**

G.O.Ms.No. 21

Dated:09 .11.2013

Read the following:

1. ICT Policy 2010-2015 issued vide G.O.Ms.No.9, IT&C Department, dt: 07.07.2010.
2. Electronic Hardware Policy 2012-2017 issued vide G.O.Ms.No.27, IT&C Dept, dt:24.07.2012.
3. G.O.Ms.No.09, IT&C Department, dt:15.03.2013.
4. G.O.Ms.No.15, ITE&C Department, dt:04.09.2013
5. Representation from M/s.The IT and ITES Industry Association of AP (ITsAP), dt: 30.10.2013.

ORDER:

The ICT Policy and Electronic Hardware Policy of Government of Andhra Pradesh in the GOs first and second read above seeks to promote the participation of ICT/Electronic Hardware Companies in national/International ICT Exhibitions/Conferences/Events. The ICT Policy and Electronic Hardware Policy encourages participation of ICT/Electronic Hardware companies of different focus areas/verticals such as startups, SME, Product/R&D, Animation & Gaming, Engineering services, Electronic Hardware, etc, and penetrate into International markets by appropriately utilizing such platforms to enhance their business opportunities.

2. Vide third and fourth read above, the Government after carefully examining the business potential of the ICT Exhibitions/events/conferences that are being conducted in the country & abroad and basing on the feedback from ICT/Electronic Hardware/Animation and Gaming Industry Associations, have notified certain national/international ICT Exhibitions/ events/conferences for participation by ICT companies/Electronic Hardware/Animation & Gaming Industries of the State, eligible for reimbursement of 100%/50% Subsidy on Exhibition stall Rentals by ICT/Electronic Hardware/Animation & Gaming companies.

3. Vide reference fourth read above, ITsAP requested the Government to notify “ITsAP Annual Software Product Showcase, Awards & Technology Day” event to be held from 10th - 11th December, 2013 at HICC, Hyderabad as Notified Event of the State Government for startups, SMEs, Software and R&D, Women entrepreneurs, Tier-II/III cities, Animation & Gaming, Engineering services, electronic hardware, companies, etc to avail benefits under ICT Policy 2010-2015 and Electronic Hardware Policy 2012-2017.

4. Government hereby notify “**ITsAP Annual Software Product Showcase, Awards & Technology Day**” event to be held from 10th - 11th December, 2013 at HICC, Hyderabad organized by ITsAP as Notified IT Event, eligible for reimbursement of stall rentals to the participating ICT/Electronic Hardware/Animation & Gaming companies.

5. The 100%/50% reimbursement of stall rental for participating in “**ITsAP Annual Software Product Showcase, Awards & Technology Day**” event, as per the ICT Policy and Electronic Hardware

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Policy, would be made available to such eligible ICT/Electronic Hardware/Animation & Gaming companies, as per the following terms and conditions:

- The subsidy is available only to the ICT/Electronic Hardware/Animation & Gaming companies as mentioned in the ICT Policy 2010-2015 and Electronic Hardware Policy 2012-2017.
- Prior intimation shall be given by ICT/Electronic Hardware/Animation & Gaming companies of the State to the ITE&C Department before participation in the event.
- Reimbursement of 100% / 50% subsidy on the cost of stall rentals would be limited to stall space of 9 sq.mtrs.
- Proof of participation and copy of invoice should be submitted to ITE&C Department for reimbursement after the event.
- The ICT/Electronic Hardware/Animation & Gaming companies will file a report on its participation, including business generated thereon.
- The incentive is available to ICT/Electronic Hardware/Animation & Gaming companies based in AP only.

6. Copy of this order is available online at www.apit.ap.gov.in and www.ap.gov.in/goir

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**SANJAY JAJU
SECRETARY TO GOVERNMENT**

To
The President, ITsAP, Hyderabad
The Secretary, ITsAP, Hyderabad
All the ICT/Electronic Hardware/Animation & Gaming companies
The President, Electronic Industries Association of AP (ELIAP)
The Regional Director, NASSCOM, Hyderabad
The President, AVCGI, Hyderabad.
The Development Commissioner, AP IT SEZs, Hyderabad
The Director, Software Technology Parks of India, Hyderabad
The President, Visakhapatnam IT Association (VITA), Visakhapatnam

Copy to:
The PS to Hon'ble Minister for IT&C
The Principal Secretary to Govt, Industries & Commerce Department
The Principal Secretary to Govt., Finance Dept.,
The Commissioner of Industries, Hyderabad.

// FORWARDED : : BY ORDER //

SECTION OFFICER